

News Release

Entrepreneurship Major Offers Unique Advantage to Business Students at U of M Crookston

By Itollefs on Friday, January 24, 2014

The underlying quality of a successful entrepreneur is the ability to create and develop sustainable business ideas and adapt to changing conditions. A new major in entrepreneurship in the Business Department at the University of Minnesota Crookston will offer students the opportunity to develop skills needed to recognize ideas and potential ventures, evaluate feasibility, assemble resources, and launch new ventures. The entrepreneurship major is available to students on campus as well as online.

The best entrepreneurs are those who possess a solid functional knowledge of the business world, the skills and vision to inspire and motivate others, and the ability to navigate change and persist in the belief of their ideas. Students will gain knowledge in business development, finance, and innovation along with developing their leadership and decision-making skills. Graduates will add immediate value to any organizational setting.

Under the leadership of Susan Brorson, professor and head, the Business Department is committed to excellence. "Offering an entrepreneurship major will help meet changing demands of employers, heightened competition, and enhance the economic and job growth realized from entrepreneurial activity," Brorson says. "Entrepreneurial behavior is increasingly recognized as a critical necessity for growth of the U.S. and international economy. It is an exciting major with a wide range of possibilities.

"The University of Minnesota Crookston has a tradition of providing experiential learning, and the Business Department as a unit has long embraced an applied approach to course delivery, infusing significant "learning by doing" elements in its curriculum," Brorson says.

A student majoring in entrepreneurship can enhance the work of the [Center for Rural Entrepreneurial Studies \(CRES\)](#) and [Economic Development Administration \(EDA\) Center](#), both located on campus, by assisting entrepreneurs and economic development entities in their efforts to build businesses, communities, and regions. Through course-based team projects and coordination of internships, students gain experience and assist CRES and EDA in helping actual clients make better decisions about future actions.

The Business Department also offers majors and minors in accounting, finance, management, manufacturing management, marketing, quality management, and sport and recreation management.

Today the University of Minnesota Crookston delivers 29 bachelor's degree programs, 20 minors, and 36 concentrations on campus--as well as 13 degrees online--in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit [www.umcrookston.edu](#).

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